

Message Text

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PAGE 01 ZAGREB 00065 280833Z

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INFO USIA WASHDC

AMEMBASSY BELGRADE

UNCLAS ZAGREB 0065

E.O. 11652: N/A

TAGS: OEXC, YO

SUBJ: EXCHANGES: CAL STATE AT LONG BEACH

REFERENCE: STATE 249174, 12/21/73

1. TOTAL 60 PROFESSORS AND ASSISTANTS ECONOMIC FACULTY
SPLIT, OSIJEK AND ZAGREB; PROFESSORS ZAGREB TRAFFICE
INSTITUTE AND HIGHER SCHOOL FOR FOREIGN TRADE ATTENDING
COMPUTER GAMES SEMINAR ECONOMIC FACULTY ZAGREB UNIVERSITY
JANUARY 14-26.

2. GAMES CONDUCTED BY MANAGEMENT AND MARKET SPECIALISTS
FROM SCHOOL BUSINESS ADMINISTRATION CALIFORNIA STATE
UNIVERSITY, LONG BEACH. PURPOSE SEMINAR TRAIN YUGOSLAV
ECONOMISTS IN USE OF COMPUTER GAMES TECHNIQUES. GAMES,
USING UNIVAC COMPUTER, THEN ENABLE THEIR STUDENTS TEST
OWN ABILITY MAKE OPTIMAL DECISIONS AREAS OF FINANCE,
MARKETING, DISTRIBUTION, PRICING, ETC. GAMES PLAYED IN DAILY
SESSIONS ARE: INTEGRAL SIMULATION, MARKETING DECISION
SIMULATION, PRODUCT MANAGEMENT SIMULATION AND TOP MANAGE-
MENT SIMULATION.

3. FIRST TIME THIS TECHNIQUE USED BY ZAGREB ECONOMISTS
WHO MOST ENTHUSIASTIC ABOUT RESULTS 2-WEEK SEMINAR.
ECONOMIC FACULTY PLANS TO INTRODUCE COMPUTER GAMES AS
POST-GRADUATE COURSE FORECONOMY STUDENTS. SEMINAR
MAXIMUM IMPACT DUE EXCELLENT ORGANIZATION AND COOPERATION
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OF YUGOSLAV CO-SPONSOR (ECONOMICS FACULTY).

4. IN CONNECTION SEMINAR PROF. REGINALD HEISE, HEAD OF CAL STATE GROUP, HAS ARRANGED FOR TWO ZAGREB TEACHING ASSISTANTS OF ECONOMIC FACULTY TO SPEND ACADEMIC YEAR 1974-1975 AT CAL STATE UNIVERSITY FOR ADVANCED STUDY OF COMPUTER SCIENCE.

5. HEISE INFORMS HE PLANS SIMILAR COMPUTER GAME SEMINAR SUMMER 1975 COOPERATION ZAVOD ZA PRODUKTIVNOST (INSTITUTE FOR PRODUCTIVITY), ZAGREB.
WILSON

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Message Attributes

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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Enclosure: n/a
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